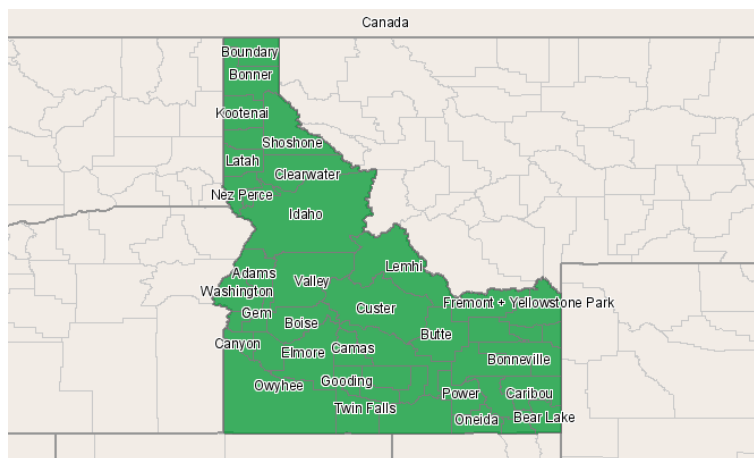


# Professional Technical Education



P.O. Box 83720  
Boise, Idaho 83720  
208.334.3216

## Career Cluster Report



## Region Info

Region: Idaho

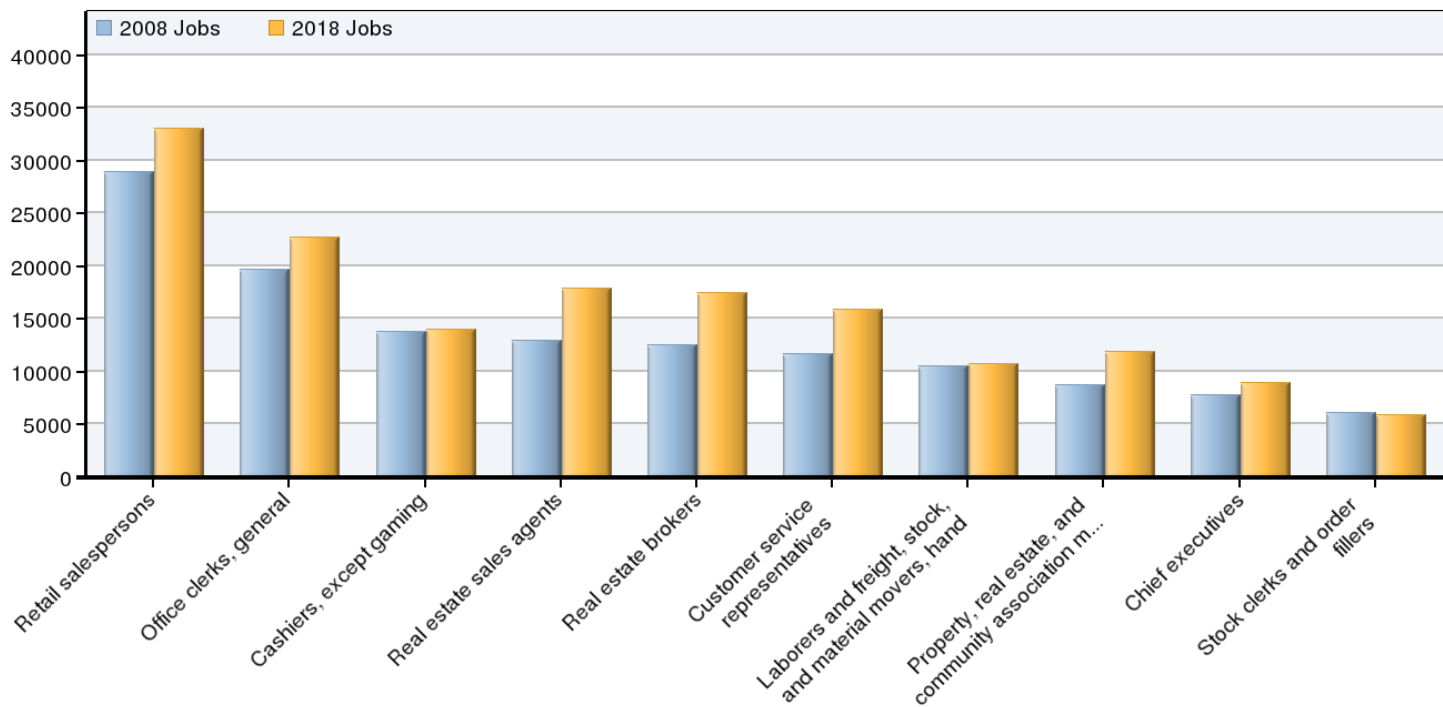
State Area: Idaho

## Executive Summary for Marketing, Sales & Service Career Cluster

Education	2008 Jobs	2018 Jobs	Change	Replacement	Current Hourly Earnings
Short-term on-the-job training	93,869	101,766	7,897	27,265	\$10.35
Moderate-term on-the-job training	23,282	28,922	5,640	5,709	\$15.79
Work experience in a related field	14,161	19,251	5,090	2,315	\$8.93
Postsecondary vocational award	15,986	22,139	6,153	2,564	\$8.19
Associate's degree	711	873	162	173	\$14.30
Bachelor's degree	10,532	14,075	3,543	1,301	\$10.76
Degree plus work experience	11,880	13,422	1,542	2,878	\$26.04
<b>Total</b>	<b>170,421</b>	<b>200,448</b>	<b>30,027</b>	<b>42,204</b>	<b>\$11.90</b>

Source: EMSI Complete Employment - 4th Quarter 2009

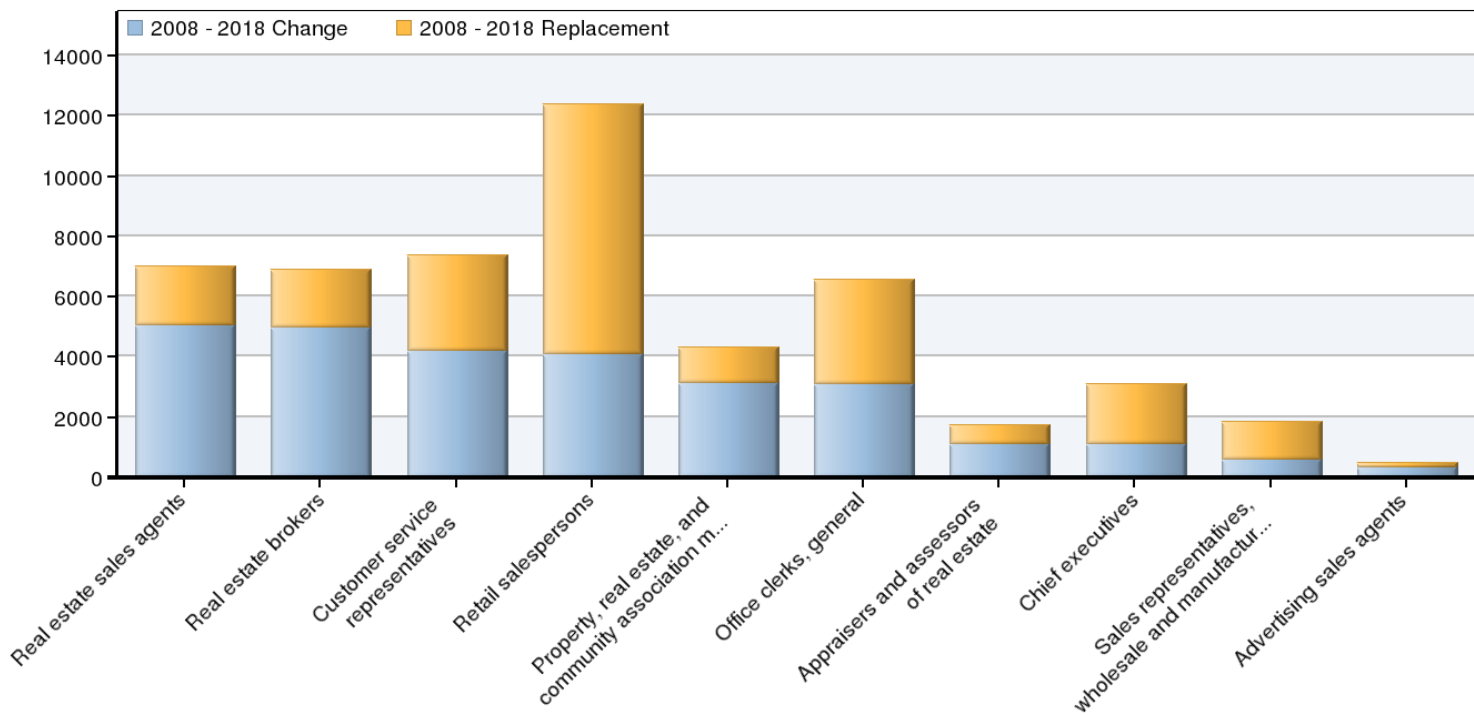
## Largest Occupations



SOC Code	Description	2008 Jobs	2018 Jobs	Change	Current Hourly Earnings	Education
41-2031	Retail salespersons	28,994	33,080	4,086	\$9.32	Short-term on-the-job training
43-9061	Office clerks, general	19,667	22,748	3,081	\$11.37	Short-term on-the-job training
41-2011	Cashiers, except gaming	13,804	14,042	238	\$8.61	Short-term on-the-job training
41-9022	Real estate sales agents	12,898	17,930	5,032	\$7.94	Postsecondary vocational award
41-9021	Real estate brokers	12,493	17,458	4,965	\$7.39	Work experience in a related field
43-4051	Customer service representatives	11,666	15,882	4,216	\$11.84	Moderate-term on-the-job training
53-7062	Laborers and freight, stock, and material movers, hand	10,517	10,788	271	\$10.26	Short-term on-the-job training
11-9141	Property, real estate, and community association managers	8,752	11,901	3,149	\$8.18	Bachelor's degree
11-1011	Chief executives	7,813	8,908	1,095	\$25.43	Degree plus work experience
43-5081	Stock clerks and order fillers	6,079	5,865	-214	\$9.92	Short-term on-the-job training

Source: EMSI Complete Employment - 4th Quarter 2009

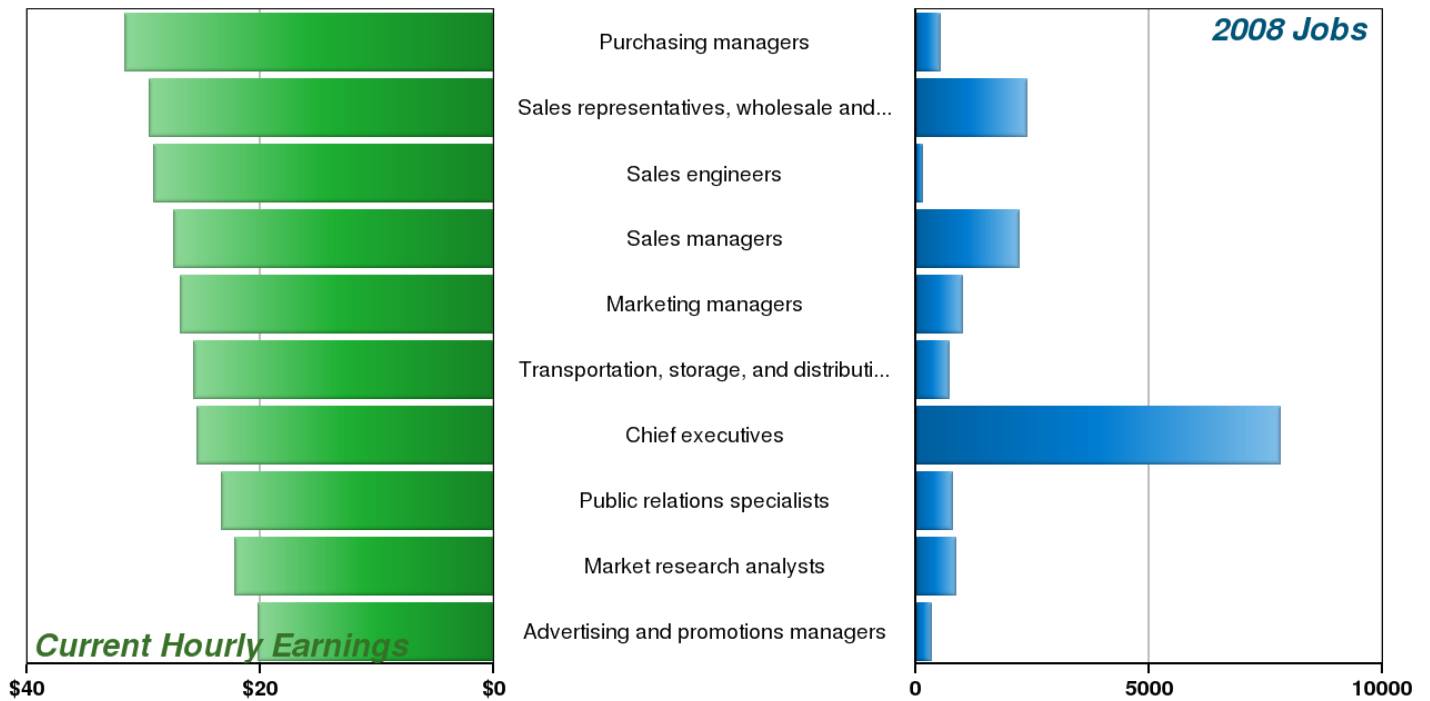
## Largest Growth



SOC Code	Description	2008 - 2018 Change	Replacement	Annual Openings	Current Hourly Earnings	Education
41-9022	Real estate sales agents	5,032	1,969	700	\$7.94	Postsecondary vocational award
41-9021	Real estate brokers	4,965	1,908	687	\$7.39	Work experience in a related field
43-4051	Customer service representatives	4,216	3,160	738	\$11.84	Moderate-term on-the-job training
41-2031	Retail salespersons	4,086	8,311	1,240	\$9.32	Short-term on-the-job training
11-9141	Property, real estate, and community association managers	3,149	1,154	430	\$8.18	Bachelor's degree
43-9061	Office clerks, general	3,081	3,467	655	\$11.37	Short-term on-the-job training
13-2021	Appraisers and assessors of real estate	1,122	595	172	\$9.24	Postsecondary vocational award
11-1011	Chief executives	1,095	2,001	310	\$25.43	Degree plus work experience
41-4012	Sales representatives, wholesale and manufacturing, except technical and scientific products	598	1,258	186	\$19.95	Moderate-term on-the-job training
41-3011	Advertising sales agents	325	171	50	\$20.09	Moderate-term on-the-job training

Source: EMSI Complete Employment - 4th Quarter 2009

## Highest Earnings



SOC Code	Description	Current Hourly Earnings	2008 Jobs	2008 - 2018 Change	Replacement	Education
11-3061	Purchasing managers	\$31.65	536	5	140	Degree plus work experience
41-4011	Sales representatives, wholesale and manufacturing, technical and scientific products	\$29.48	2,371	215	489	Moderate-term on-the-job training
41-9031	Sales engineers	\$29.16	136	31	32	Bachelor's degree
11-2022	Sales managers	\$27.40	2,207	275	459	Degree plus work experience
11-2021	Marketing managers	\$26.86	996	136	209	Degree plus work experience
11-3071	Transportation, storage, and distribution managers	\$25.69	726	107	210	Work experience in a related field
11-1011	Chief executives	\$25.43	7,813	1,095	2,001	Degree plus work experience
27-3031	Public relations specialists	\$23.31	781	173	57	Bachelor's degree
19-3021	Market research analysts	\$22.15	863	190	57	Bachelor's degree
11-2011	Advertising and promotions managers	\$20.16	329	30	70	Degree plus work experience

Source: EMSI Complete Employment - 4th Quarter 2009

\*Note: Occupations with fewer than 10 employees are not shown.

## **Data Sources and Calculations**

### **Career Cluster Data**

Career clusters and pathways are collections of standard occupation (SOC) codes. They are defined by the States' Career Cluster Initiative.

### **Occupation Data**

Organizing regional employment information by occupation provides a workforce-oriented view of the regional economy. EMSI's occupation data are based on EMSI's industry data and regional staffing patterns taken from the Occupational Employment Statistics program (U.S. Bureau of Labor Statistics). Wage information is partially derived from the American Community Survey. The occupation-to-program (SOC-to-CIP) crosswalk is based on one from the U.S. Department of Education, with customizations by EMSI.

### **State Data Sources**

This report uses state data from the following agencies: Idaho Department of Labor.